



PRIVACY POLICY

The Following privacy policy outlines how Potter's Pinkies collects, uses, protects and transfers your personal data. Potter's Pinkies is a nail professional that provides services including manicures/pedicures and nail art.

This privacy policy applies to all users of Potter's Pinkies services. By using any of Potter's Pinkies nail services you consent to the terms of the privacy policy.

We may update or change this policy from time to time. Any changes we make to the privacy policy in the future will be posted on this page and, where appropriate, Potter's Pinkies will notify you through an appropriate channel (e.g. via email or a pop up on www.potterspinkies.co.uk). Please review this privacy policy whenever you access the services to ensure you are fully informed of our practices.

The data protection officer/data owner for this organisation is Kirsty Potter. You can contact them at any time via email at nails@potterspinkies.co.uk.

Personal data collected and processed

The personal data that we collect via our online contact/order enquiry form, found at www.potterspinkies.co.uk includes the following:

- Name
- Email address
- Phone number
- Postal address (order enquiry form)

This information is collected so we can engage in communication with you including enquiry follow up, confirmation/appointment reminders and requests to cancel/change an appointment.

If you go on to book and appointment with Potter's Pinkies and/or engage in our services, we will collect the following mandatory personal health data via our health questionnaire, including but not limited to:

- Allergies
- Medical conditions you may suffer from
- Doctors name, address and phone number

This information is collected to ensure that we can perform the agreed services appropriately, and potentially highlight areas that products and services may cause issues to the client because of their health. It's also to ensure a safe service and to ensure we comply with our health and safety guidelines as well as industry standards and requirements.

We also collect personal data relating to your service preferences, including:

- Nail shape, length and style
- Nail service
- Expectations from our services

This information is collected to enable us to provide you with a personal service. By using this information we are in a better position to provide you with the exact service you require. We can tailor our product and service recommendations based on your preferences. This data is optional but allows us to provide the highest level of customer service to each client.

We also process data for the following reasons:

- Hold personal data that is required by law or to respond to legal process
- Hold for insurance purposes
- Store customer records
- Select offers, promotions and information for you (you can opt-in or opt-out at any time should you choose to)
- Estimate the number of customers we have



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COVID-19 Liability Form & NHS Test and Trace

From 13th July 2020, we will be asking all clients to complete a mandatory COVID-19 Liability Form. This is for the safety of our clients and Potter's Pinkies. This information, along with date of your appointment will be kept for 21 days, to assist NHS Test and Trace.

Purpose and Legal Basis for processing your data

Potter's Pinkies takes your privacy seriously and we will never sell or rent your personal data to any third party. Sharing of your data and direct marketing activities are only carried out with your consent, which you are free to withdraw at any time.

We need to obtain and process your personal data to provide you with our products, services and treatments and to fulfil our business and legal obligations.

We will never collect any personal information from you that we don't need or retain and data that is no longer necessary for the purposes specified in this notice.

When we request sensitive personal data from you (i.e. health or medical data), the reason(s) for the request will be clearly given along with the purposes of the processing. Explicit consent will always be required for us to obtain and process your health information.

Your rights as the individual

Where you have provided consent for us to contact you as part of your marketing, you have the right to modify or withdraw your consent at any time using the unsubscribe option accompanied with all of our direct marketing or by contacting Potter's Pinkies Data Officer at nails@potterspinkies.co.uk

You also have the right to:

- Be informed of how your personal data will be used before we collect it
- Access your personal data after it has been gathered
- Have personal data corrected if it's incomplete, inaccurate or out of data
- Request the removal/deletion of personal data where there is no compelling reason for it's continued processing
- Restrict processing, to 'block' processing of your personal data
- Restrict data portability, having your data moved, copied or transferred from Potter's Pinkies to another organisation in an easily readable format
- Object to direct marketing from us

Special categories of personal data collected

Health questions are asked in our health questionnaire form to potentially highlight treatments that may have a negative effect on your health due to medication you are taking or a condition you have. Potter's Pinkies asks for consent prior to gathering and processing this information. Your signature (digital) at the end of the health questionnaire form highlights your consent. At any time after giving consent, you can withdraw your consent, subject to legal, insurance and contractual restrictions (see more on 'your rights as an individual'). Your privacy is very important to us and we only use this information for determining your suitability for the treatment.

Process of collection

Your personal data is collected when you provide it to us through our website, over the phone, by email, social media, in writing or any other means you choose to provide it to us. Information is stored securely using online methods.

Children's Privacy Potter's

Pinkies does not collect the personal data of children under the age of 16 without parental or guardian consent.

Data Sharing

Potter's Pinkies does not share your personal information with any third party without your prior consent, other than those as part of our legal obligations under the relevant data protection laws.



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How long do we keep your data?

Potter's Pinkies retains your personal data as long as necessary to provide you with our services as a client. Potter's Pinkies are required under tax laws to keep your personal data for a minimum of 7 years. Health and Safety records are retained for 7 years and where we have your consent for marketing purposes, we will retain the minimum required data until you notify us that you no longer wish to receive such information.

The criteria for which we would continue to process your personal data includes:

- Where there is a legal basis, obligation or legitimate interest
- Processing your personal information
- Where processing is necessary for the establishment, exercise or defence of legal claims

Consequence of not providing your personal information to Potter's Pinkies

In the event you want to purchase a product or service from Potter's Pinkies, certain personal information is required to enter into a contract with you. Potter's Pinkies will not be able to enter into a contract with you to fulfil an attempt to purchase a product or service if you do not provide your personal information.

As noted in this privacy statement, Potter's Pinkies are processing your personal data to comply with legal and statutory obligations and in the performance of a contract. You can always choose not to provide personal information; however, we will be unable to provide certain products, services or treatments in this instance.

Safeguarding your personal data

Appropriate measures are taken to protect your personal data from access from unauthorised persons or inappropriate access, internal or external.

Complaints

In the occurrence that you want to make a complaint about your personal data and how it was gathered, how it's being processed by Potter's Pinkies or you're not satisfied about how a complaint has been handled, you retain the right to lodge a complaint directly with the supervisory authority and Potter's Pinkies Data Protection Officer/GDPR Owner. We hope that you would contact the Potter's Pinkies Data Protection Officer in the first instance so we can rectify the issue(s).

Data Protection Supervisory Authority/The Information Commissioner's Office

Data Protection Commissioner, Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
+44 (0) 303 123 1113